

**A SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR TARGETTED
UPDATE OF INFORMATION BASED ON THE ELECTRONIC CONTENT OF A
LASER-CENTRIC MEDIUM**

ABSTRACT

5 A system, method, and article of manufacture is provided for tracking the distribution of
content electronically. First, an electronic storage medium tracking identifier is incorporated
onto an electronic storage medium and stored on a database. Next, a package tracking
10 identifier is situated onto a package in which the electronic storage medium is stored. The
electronic storage medium is then tracked while being shipped between various entities using
the tracking identifier on the package. Further, the electronic storage medium may be
identified using the tracking identifier on the electronic storage medium in order to afford
various advertising, security, support, or retail-related features. The system includes logic for
15 downloading and updating retailer-specific information of the DVD utilizing BCA
information for intelligent processing. When a user connects to the Internet with a DVD
application active, logic detects a live Internet connection, reads the BCA information, and
initiates a connection to the server. Then, the DVD application requests all available
downloads from the server for the retailer of the currently inserted DVD. The server
20 performs a table lookup to ascertain the retailer that sold the original DVD, and the server
performs another table lookup to determine the download information, and the server passes
the download information to the application using HTTP protocol. Finally a transaction is
posted to the server database that memorializes the events.